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**IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE**

Attorney Docket No.: **Google-56CIP1 (GP-145-01-US)**

Appl. No.: **10/823,508**

Applicants: **Leslie YEH, et al.**

Filed: **April 12, 2004**

Title: **DETERMINING AND/OR USING LOCATION INFORMATION IN AN AD  
SYSTEM**

TC/A.U.: **2168**

Examiner: **Greta Lee Robinson**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT**

Sir:

In response to the final Office Action mailed on April 25, 2008 (Paper No. 20080424), which set a period for response to expire on July 25, 2008, that period being extended two (2) months to expire on September 25, 2008, and further to the Notice of Non-Compliant Amendment mailed on September 15, 2008 (Paper No. 20080909), please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 10 of this paper.